

ORDER



Orders
Order / Rev: 48244
Alt Order #: 08843299
Product Desc: Patriot Majority
Estimate: 1548
Flight Dates: 10/02/12 - 10/15/12
Original Date / Rev: 08/09/12 / 09/20/12
Order Type: CIA - O

KUCW-TV
Primary AE: Continental Washington DC
Sales Office: CNAT
Sales Region: National

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue, Suite 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Patriot Majority
Demographic: HH
Product Codes: Issues/Propositions
Priority: P-3
Revenue Codes: AGY, GEN, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/13/12	12	\$7,450.00	\$6,332.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	12	\$7,450.00	\$6,332.50	0.00
Totals	12	\$7,450.00	\$6,332.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KUCW-TV	2%	\$7,450.00
Market	100%	\$372,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBYU	0%	\$0.00
KJZZ	0%	\$0.00
KMYU	0%	\$0.00
KSL	29%	\$108,025.00
KSTU	26%	\$96,850.00
KTVX	21%	\$78,225.00
KUED	0%	\$0.00
KUPX	0%	\$0.00
KUTV	19%	\$70,775.00
UNKWN	3%	\$11,175.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KUCW	10/02/12	10/12/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	- TWTF - -	:30	2	\$700.00	P-1	0.00	NM	4	\$2,800.00
TWO AND HALF MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -			2			\$700.00		0.00			
Week:		10/08/12	10/14/12	- TWTF - -			2			\$700.00		0.00			
E 2	KUCW	10/02/12	10/12/12		CM	630p-7p	- TWTF - -	:30	2	\$800.00	P-1	0.00	NM	4	\$3,200.00

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KUCW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 630p-7p															
M-F 630p-7p															
THE BIG BANG THEORY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -					2	\$800.00		0.00			
Week:		10/08/12	10/14/12	- TWTF - -					2	\$800.00		0.00			
E 3	KUCW	10/06/12	10/13/12	Sat Reg 1 Sat 7p-8p	CM	7p-8p	-----S-	:30	1	\$125.00	P-1	0.00	NM	2	\$250.00
BONES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$125.00		0.00			
Week:		10/08/12	10/14/12	-----S-					1	\$125.00		0.00			
E 4	KUCW	10/06/12	10/13/12	Sa 1030p-12a Sa 1030p-12a	CM	1030p-12a	-----S-	:30	1	\$600.00	P-1	0.00	NM	2	\$1,200.00
SATURDAY NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$600.00		0.00			
Week:		10/08/12	10/14/12	-----S-					1	\$600.00		0.00			
													Totals	12	\$7,450.00